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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Heckerman et al.

Serial No.: 09/450,262

Filed: 11/29/1999

Title: Transmission of Information During  
Ad Click-Through

Attorney Docket No.: 1018.045US1

Assistant Commissioner for Patents  
Washington, D.C. 20231

Group Art Unit:

Examiner:



**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with electronic copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56. The electronic copies are stored on the enclosed CD-ROM, in PDF (Adobe Acrobat) format.

The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date of Deposit: January 3, 2000

Typed Name: Michael Dryja

Signature:

Respectfully submitted,

Michael A. Dryja  
Attorney/Agent for Applicant(s)  
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Date: January 3, 2000

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